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Executive Director

**Massachusetts Child Passenger Safety Conference**

**Crowne Plaza, Worcester**

**September 18, 2008**

**Session and Presenter Profiles**

## Session and Presenter Profiles

**9:30 AM – 10:20 AM**

**Keynote Address**

***Worcester / Springfield Room***

**“What’s New in CPS?”**

### **Joe Colella – Traffic Safety Projects**

**Description:** This session provides an overview of recent research, current priorities, product trends and technical resources.

As a result of this session participants will have an enhanced awareness of restraint issues, and a better understanding of their real-world implications.

**About the Presenter:** Joe Colella has 14 years of experience in child passenger safety. He formed *Traffic Safety Projects* in 2004, after years of involvement with other prominent safety organizations. Joe has been a founder and Executive Director of the Drivers Appeal for National Awareness (DANA) Foundation, a member of NHTSA’s Blue Ribbon Panel on Child Restraint & Vehicle Compatibility, a national leader for Safe Kids child passenger safety training and technical efforts, and an active participant in national and international efforts. He is a member of the Society of Automotive Engineers Child Restraint Systems Standards Committee and a past chairman of the National CPS Board. Joe is one of the original certified CPS Instructors and is recognized nationally for his efforts in child passenger safety.

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**10:30 AM – 11:20 AM**  
***Breakout Session 1***  
**Cambridge Room**

## **“Child Safety Seats & Vehicle Compatibility”**

### **David Champion – Consumer Reports**

**Description:** This session will consist of a review of how Consumer Reports rates new vehicle models for compatibility with child safety seats.

As a result of this session participants will have an understanding of issues in new vehicles that continue to compromise child safety seat installation.

**About the Presenter:** David Champion has 11+ years of experience in Child Passenger Safety. As senior Director of the Auto Test Department of Consumer Reports, Mr. Champion oversees Consumer Reports extensive auto, child safety seat and tire testing operations. Prior to this he worked as a senior engineer with Nissan Motor Corp, Land Rover of North America and Landrover, UK.

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**10:30 AM – 11:20 AM**  
***Breakout Session 1***  
**Boston Room**

**“Advancing CPS by Working with Your Community”**

**Jeffery Larkowski – Dennis Fire Department**  
**Steve Cameron – Danvers Fire Department**

**Description:** This session will consist of different ideas to get the community involved in your CPS program.

As a result of this session participants will learn how to get different groups more involved with their CPS program, which groups seem to be more helpful and key ways to get them to help promote CPS. They will get ideas on things like school involvement, local children groups, getting local businesses to host or sponsor events, getting the media to promote the program, and how to get people to volunteer to assist at events.

**About the Presenters:**

Jeff Larkowski has 3 years of experience in CPS. He started as a technician for the Dennis Fire Department after which they joined with the Dennis Police for a town safety seat team, who won the Cape and Islands Red Cross Hero Award for 2007. Jeff is also an accomplished instructor in Massachusetts. He joined Cape and Islands EDDY (End Driving Deaths among Youth) and started the Cape and Islands Child Passenger Safety Program to aid the techs on the Cape and Islands with funding, seats and training needs. Jeff has created joint programs with hospitals and other agencies to promote car seat safety.

Steven Cameron was a technician for 7 years and became an instructor this past April. I am actively involved in the car seat check station in Danvers and try to attend area checkpoints when available.

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**11:30 AM – 12:20 PM**  
***Breakout Session 2***  
**Cambridge Room**

**“Working with the Media”**

**Maria Farrah Howell – Farrah Consulting Group**

**Description:** This session will cover understanding the news business, strategies for generating publicity, using key messages to effectively position your organization/issue, managing the interview

As a result of this session participants will have a general understanding of the news business (print, electronic and online), as well as specific strategies to generate publicity and manage the interview process.

**About the Presenter:** Maria Farrah Howell has 15 years of experience in CPS. She is the founder and president of The Farrah Consulting Group, Inc., a public relations firm specializing in communications training, crisis management and media relations. Ms. Farrah Howell is an award winning public relations professional, with almost 20 years of experience in both corporate and government communications. For ten years she served as a government press secretary in Massachusetts. In that capacity she managed a variety of crises including the John F. Kennedy Jr. plane crash off of Martha’s Vineyard. She also promoted the law enforcement efforts of Massachusetts local and state police and has been working with child passenger safety issues for more than 15 years. Her current clients include Purdue Pharma (manufacturer of the pain medication OxyContin), the New England office of the National Highway Traffic Safety Administration, Comcast, Home Box Office and Astra Zeneca.

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**11:30 AM – 12:20 PM**  
***Breakout Session 2***  
**Boston Room**

**“Public and Private Funding for Local CPS Programs”**

**Brook Chipman – Executive Office of Public Safety & Security**  
**Kym Craven – Massachusetts Child Passenger Safety Program**

**Description:** This session will provide information on the grant programs at the Executive Office of Public Safety and Security’s Highway Safety Division. In addition a review of the core components of competitive grant proposal will be conducting providing attendees to gain the advantage when applying for grant funds.

**About the Presenters:**

Brook W. Chipman is a Senior Program Manager at the Massachusetts Executive Office of Public Safety and Security (EOPSS). He has worked in the field of highway safety for seventeen years. For the first nine years he specialized in motorcycle safety. Since 2000 he has been a manager involved with almost all aspects of EOPSS's highway safety program, including the annual submission of multiple federal grant applications. Mr. Chipman also has experience obtaining private-sector sponsorships for EOPSS's highway safety program. He holds a master's degree in public relations from Boston University.

Kym Craven, has more than 20 years of program development experience and is nationally recognized for her facilitation, training, strategic planning, program development, departmental assessment, grant writing, training, and management experience in the public safety sector. Previously, Ms. Craven has been active in highway safety and CPS issues for over 20 years and was one of the first CPS instructors in the State. Recently Ms. Craven provided public safety management consulting services to the City/County of San Francisco Police Department, Port of New York/New Jersey Police Department, The State of Vermont and the Center for Campus Environmental Excellence (C2E2) for security services.

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**11:30 AM – 12:20 PM**  
**Breakout Session 2**  
**Vermont/NH Room**

**“Making Connections – Urban Child Passenger Safety Programs”**

**Joan Westbrook – Massachusetts Rehabilitation Commission**  
**Jonathan Otero – Boston Public Health Commission**

**Description:** This session will cover Urban Strategies for CPS Education and Service.

As a result of this session participants will be able to identify diverse populations, attain knowledge of points of access, devise comprehensive strategies to engage underserved target populations, develop effective evaluation methods of efforts to access and service diverse urban populations.

**About the Presenters:**

Joan Westbrook has 12 years of experience in Child Passenger Safety. She has been a CPS certified instructor since May 1998 and is a member of the Boston Safe Kids coalition. Presently employed with the MA Rehabilitation Commission in the capacity of Program Coordinator she manages services for persons with Traumatic Brain Injury (TBI). Previously, Joan served as Injury Prevention Coordinator for Children’s Hospital Boston coordinating all aspects of the car seat, bike helmet, fire safety and safe toys initiatives. Joan received Masters of Management 2000 from Cambridge College, Cambridge MA.

Jonathan Otero has 5 years of experience in CPS. He has been a child passenger safety technician for 5 years and is currently an Instructor Candidate. Jonathan has been working as the CPS Coordinator at Safe Kids Boston for almost 2 years and in that time has increased education and seat distribution to underserved communities.

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**1:30 PM – 2:20 PM**  
***Breakout Session 3***  
**Cambridge Room**

**“Transporting Children with Special Needs”**

**Cindy Tuttle – Concord Hospital**

**Session Title: Description:** This session will cover how to transport children with special healthcare care needs safely in vehicles. This will include what child restraints are available and who are the resources in Massachusetts, as well as nationally, to assist in this process.

As a result of this session participants will have an increased understanding of how to safely transport children with special needs. A review of special needs car seats will be presented via a Powerpoint presentation and interactive discussion, including questions and answers by participants.

**About the Presenter:** Cindy Tuttle has been a child passenger safety instructor since 1999 and an instructor of the special needs curriculum since 2001. She organizes a monthly fitting station for Concord Hospital as well as a special needs fitting station in conjunction with the Londonderry NH fire department on a biannual basis. She is a resource for NH on children with special needs.

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**1:30 PM – 2:20 PM**  
***Breakout Session 3***  
**Boston Room**

**“Diversity and Child Safety Seats”**

**Magda Rodriguez – Western MA Safe Kids**

**Description:** This session will cover the US and Massachusetts population and language, demographics and origin, communication styles, level acculturation, and general assumptions, attitudes, beliefs on CPS issues.

As a result of this session participants will have a better understanding of what the Safe Kids program does, how material is developed for the non-english speaking community, barriers and community interventions.

**About the Presenter:** Magda Rodriguez has 7 years of experience in child passenger safety. She is currently the co-coordinator of Safe Kids Western Massachusetts and is a CPS Instructor. Magda works closely with other agencies to reach non-english speaking groups. She was community coordinator of the Kids in the Back/Ninos Atras Project, and collaborated with the Education Development Center, AAA and NHTSA in developing “Guidelines for Developing Traffic Safety Materials for Spanish Speaking Audiences”.

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**1:30 PM – 2:20 PM**  
***Breakout Session 3***  
**Vermont/NH Room**

**“Transporting Children in Ambulances”**

**Fran Toomey – Danvers Fire Department**  
**Ray Peachey – CP Instructor**

**Description:** This session will cover problems with transporting children in ambulances, as well as possible solutions.

As a result of this session participants will know where to find products and possible solutions to safely transporting children in ambulances.

**About the Presenters:**

Francis Toomey has 8 years of experience in CPS. He is a Lieutenant on the Danvers Fire Department and has been a Child Passenger Safety Instructor for almost 7 years. Lieutenant Toomey is also a special needs technician.

Ray Peachey has ten years of experience in CPS. As an active instructor for nine years, Ray has taken a leadership role in training new technicians from across the state. Most recently Ray was the Program Manager and Training Coordinator for the Massachusetts CPS Program. Formerly Ray was the Safety Officer for the Westford Police Department and was a member of the Massachusetts Safety Officers League and the New England Community Police Partnership. During his career Ray has been actively involved in all safety programs geared to increasing safety on the roadways in Massachusetts.

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**2:30 PM – 3:20 PM**  
***Breakout Session 4***  
**Cambridge Room**

**“Child Safety Seats”**

**Laura Calder - Dorel Juvenile Group**

**Description:** This session will consist of an update on what Dorel has been doing in regards to ease of use, as well as an update on newly launched products.

As a result of this session participants will learn about updates within our car seats and information regarding new and updated products. Participants will have the opportunity to ask questions and provide feedback.

**About the Presenter:** Laura Calder has over 2 years of experience in CPS. She currently works at the Dorel Juvenile Group’s Design and Development Center in Foxboro MA. As a member of the Car Seat Marketing team, she is the Associate Product Manager with her primary focus on both Combination Boosters and Belt-Positioning Boosters. Laura Calder is a certified CPS Technician and participates in various car seat events and conferences throughout the year.

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**2:30 PM – 3:20 PM**  
***Breakout Session 4***  
**Boston Room**

**“Why Do Technicians Say What We Say”**

**Joseph Colella**

**Description:** This session will give technicians a look at seat selection and correct use issues, based on crash performance. The reasoning behind best practice recommendations is explored through video-taped crash tests.

As a result of this session participants will be able to apply this understanding to the education process.

**About the Presenter:** Joe Colella has 14 years of experience in child passenger safety. He formed *Traffic Safety Projects* in 2004, after years of involvement with other prominent safety organizations. Joe has been a founder and Executive Director of the Drivers Appeal for National Awareness (DANA) Foundation, a member of NHTSA’s Blue Ribbon Panel on Child Restraint & Vehicle Compatibility, a national leader for Safe Kids child passenger safety training and technical efforts, and an active participant in national and international efforts. He is a member of the Society of Automotive Engineers Child Restraint Systems Standards Committee and a past chairman of the National CPS Board. Joe is one of the original certified CPS Instructors and is recognized nationally for his efforts in child passenger safety.

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